

Message Text

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PAGE 01 STATE 209433

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INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 R

DRAFTED BY COM/BIC/OIM/226/BKORR

APPROVED BY EB/OCA/CM/SPHARRIS

COM/BIC/OIM/226/PBFIELD/CMM

COM/BIC/OIM/222/EWTATGE/DM

FBP/OED/BIC/JMILLER

STATE/EUR/JSMITH

STATE/EB/OCA/RDAY

USIA/LLUCHS

EUR/RPE/RBRESLER

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FM SECSTATE WASHDC

TO AMEMBASSY PARIS

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FOR USTC/STRONG

E.O. 11652: N/A

TAGS:BEXP, FR

SUBJECT:FY 1976 COUNTRY COMMERCIAL PROGRAM 4TH QUARTER
PROGRESS REPORT

REF: PARIS 21481" 23 JULY 1976

1. ON FRIDAY, AUGUST 6, THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) MET TO DISCUSS THE FOURTH QUARTER PROGRESS REPORT OF THE FY 1976 COUNTRY COMMERCIAL PROGRAM (CCP) FOR FRANCE. THE GROUP CONSISTED OF REPRESENTATIVES FROM COMMERCE DEPT (OIM, USTS, OED), STATE DEPT (EUR, OCA) AND USIA. THE POST WAS COMMENDED FOR ITS ACCOMPLISHMENTS DURING THE QUARTER, IN SPITE OF THE REDUCED RESOURCES AVAILABLE DUE TO THE ABSENCE OF TWO OFFICERS.

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PAGE 02 STATE 209433

2. CAMPAIGN 1 (PRINTING AND GRAPHIC ARTS)

ITEM 3. ALTHOUGH ONLY ONE PTO SUBMITTED VERSUS 10 TARGETED, DOES POST ANTICIPATE THAT THE REMAINDER WILL BE MADE UP DURING FINAL QUARTER OR ARE THERE FACTORS WHICH WOULD LEAD THE POST TO RECOMMEND REDUCTION IN THE TARGETED NUMBER?

3. CAMPAIGN 2 (POLLUTIO' CONTROL)

ITEM 2. WHEN POST REFERS TO 254 CALLS MADE ON KEY PROSPECTS, DOES T;IS FIGURE REFER TO PERSONAL CALLS, TELEPHONE CALLS, OR A COMBINATION OF BOTH? ITEM 6. WCAG NOST PLEASED WITH 25 SHOWINGS OF USIA FILMS ON ENVIRONMENTAL PROBLEMS AND POST IS ENCOURAGED TO CONTINUE COORDINATION WITH USIA IN SUPPORT OF COMMERCIAL PROGRAM BY UTILIZING GROWING NUMBER OF MEDIA RESOURCES.

4. CAMPAIGN 3 (ENERGY)

WCAG APPRECIATES POST EFFORTS TO DEVELOP A SUB-THEME PROMOTABLE AS TC EXHIBITION. ENERGY THEME RECOGNIZED AS A DIFFICULT ONE. DOMESTIC U.S. ENERGY EXHIBITION WAS ONLY SHOW SELECTED FOR FOREIGN OUYER PROGRAM SUPPORT WHICH SU0SEQUENTLY HAD TO BE CANCELLED DUE TO LACK OF EXHIBITOR INTEREST. COMMERCE IS HOPEFUL ABOUT COOPERATION WITH DENVER GROUP IN SUPPORT OF ENERGYSAVE'76 SCHEDULED FOR OCTOBER 27-31.

5. CAMPAIGN 4 (FOOD PROCESSING AND PACKAGING)

ALTHOUGH FPP SHOW DURING QUARTER AT PTC WAS CANCELLED, THE THEME IS CONSIDERED STILL TO BE VIABLE AND WE PLAN TO TRY AGAIN FOR AN FPP EXHIBITION IN OCTOBER 1977 AT THE PARIS TC.

6. CAMPAIGN 5 (CONSUMER GOODS) ITEM 2

WCAG UNCLEAR AS TO REASON FOR SUBSTANTIAL DROP IN NUMBER OF PTO'S SUBMITTED (12) VERSUS NUM,ER TARGETED (90). WERE THERE SPECIAL CIRCUMSTANCES PREVENT-ING POST FROM REACHING GOAL? WILL THE REMAINDER BE MADE UP LATER? WAS THE GOAL UNREALISTIC? OR IS DIFFERENCE STRICTLY AN ACCOUNTING DISTINCTION BY TOTALING NUMBER OF TELEGRAMS SENT TO WASHINGTON WITH PTO'S VERSUS NUMBER OF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 209433

SIC CODES REPRESENTED BY THOSE PTO'S? ITEM: IN-STORE PROMOTION. WCAG INTERESTED IN POST'S CURRENT EVALUATION OF OUTLOOK FOR IN-STORE PROMOTION PROGRAM. THE CONSUMER GOODS MARKET SEEMS TO BE A PROMISING ONE IN FRANCE IN TERMS OF POTENTIAL U.S. EXPORT SALES, WITH SUBSTANTIAL BENEFITS ALSO ACCRUING TO THE DEPARTMENT STORES IN TERMS OF HIGHER TOTAL STORE SALES. YET THE POST CONTINUOUSLY HAS BEEN EXPERIENCING DIFFICULTY IN RECRUITING DEPARTMENT

STORE CHAINS AND THE IN-STORE PROMOTIONSKEEP FALLING OUT OF THE CCP SCHEDULE. IT IS HOPED THAT VISIT SEPT. 16, 1976 OF CHARLES JOHNSON, USDOC/OIM/SAD TO WORK WITH COMMERCIAL ATTACHE WILL PRODUCE A MORE VIABLE IN-STORE PROMOTION PROGRAM.

7. CAMPAIGN 6 (COMPUTERS)

NEW CAMPAIGN MANAGER COMMENDED FOR ORGANIZATION OF FOREIGN BUYER GROUP WITH 108 PARTICIPANTS TO VISIT NATIONAL COMPUTER CONFERENCE IN NEW YORK JUNE 7-11.

8. AS GENERAL COMMENT, WCAG NOTED HIGH TURNOVER IN TITLES OF CAMPAIGN THEMES COMPARING THE FY 1976 CCP WITH FY 1977 AND PROPOSED FY 1978. IT WAS ASSUMED THAT THIS WAS DUE TO A DESIRE TO HAVE A HIGH CORRELATION BETWEEN TRADE CENTER EXHIBITION THEMES AND RELEVANT CCP CAMPAIGNS TO SUPPORT THEM. HOWEVER, IT WAS SUGGESTED THAT WE SHOULD ENSURE THAT THE TAIL DOES NOT WAG THE DOG, WITH CAMPAIGNS CHANGING TO ACCOMMODATE TC SHOWS. VIABLE TC EXHIBITIONS CAN BE HELD INDEPENDENT OF A CAMPAIGN: AND CAMPAIGNS CAN APPROPRIATELY BE MAINTAINED IN THE CCP FOR THE FULL 3 YEAR (RESEARCH THROUGH PROMOTION) CYCLE ON THE BASIS OF MARKET POTENTIAL, WITHOUT THE NEED FOR REPEATED TC EXHIBITIONS.

9. FY 1977 CCP HAS BEEN FORWARDED TO THE PRINTER AND COPIES WILL BE SENT TO POST AS SOON AS AVAILABLE. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE209433
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/226/BKORR
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760322-0773
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760825/aaaaaubyb.tel
Line Count: 143
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 PARIS 21481
Review Action: RELEASED, APPROVED
Review Authority: harterdg
Review Comment: n/a
Review Content Flags:
Review Date: 26 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 APR 2004 by ReddocGW>; APPROVED <18 JAN 2005 by harterdg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1976 COUNTRY COMMERCIAL PROGRAM 4TH QUARTER PROGRESS REPORT
TAGS: BEXP, FR
To: PARIS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006